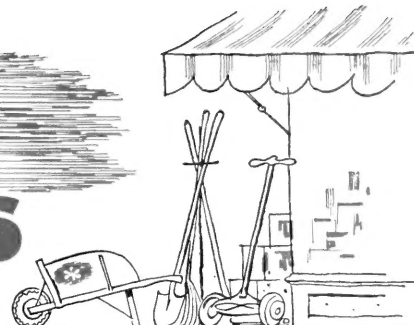




Woodruff

GRASS ROOTS



F. H. WOODRUFF & SONS, INC., Milford, Conn.



TOLEDO, OHIO • BELLEROSE, L. I. • ATLANTA
SACRAMENTO • SALISBURY, MD.

GRASS SEED PRICES FALL 1956

After last spring's low level of prices, the inevitable occurs — prices are rising again. The 1956 crop of Kentucky Bluegrass is about half the size of last year's crop. Chewings and Creeping Red Fescue crops are short this year. These varieties, Fescue and Bluegrass, being the backbone of most lawn seed mixtures, reflect a 10 to 15% rise in prices and this will go into effect this Fall.

White Clover is higher — Merion Bluegrass lower. Last year's crop of Merion was short but it looks as though this year's crop is the biggest ever. Most other grasses have indicated slight increases in cost but the Ryegrasses remain at last year's levels.

It is too early to say just what will happen for Spring 1957 but if there is any change or higher prices it should be only slight.

THIS IS A PRICE LIST — SAVE IT

Grass Roots is now serving as a price list too. Turn to the reverse side of this sheet for your Fall prices — cost and retail.

In order to get the new Fall prices to you promptly we decided to dispense with the usual brochure type of price list and just issue a list of prices only for this Fall season. For descriptive material pertaining to any of the items please refer to your Spring 1956 brochure which was mailed last February.

Mark up your carryover merchandise — NOW. This is your opportunity to gain an extra profit on carryover Spring seed. Retail prices are up 10 to 15% and you will want to take advantage of your present supply.

CHECK LIST — POINT-OF-SALES HELPS

Better check your supply of "Point-of-sales" material now — order early. Fall is almost here and you must be ready if you are to get your share of Fall profit sales. Just check off the items needed on the enclosed self-mailer card — we will send you a supply at once.



Harvest Time — Threshing Red Fescue Seed In Oregon

NEW FOIL-PAC CARTONS WIN AWARD

Woodruff gold and silver foil cartons, manufactured by the Robert Gair Company, were awarded Honorable Mention for design in the "Carton of the Month" contest for January 1956. This contest is run by Robert Gair Company each month.

We are proud of this new merchandising package which has been acclaimed by many to be the finest lawn seed package on the market. Dealers have featured mass displays of Turf-Maker and Milford Green in prominent locations in their stores; as a result, the attractive foil design has created more sales of quality seed. Is your display prominent? Is your supply adequate for Fall profit sales? Send your refill order today.

FALL LAWN FEEDING

Late summer or early fall is a good time to feed turf and some experts prefer it to spring feeding. Since the ideal time is about September 1 or "Labor Day" — order your supply early and be ready to push fall sales and profits.

Gro-Sod is still the famous old formula used for years by homeowners and turf

professionals alike — 10-6-4 with one-half the nitrogen organic. It feeds the turf completely with only 10 pounds per 1,000 sq. ft. This means 1—50 lb. bag (\$4.15 retail) completely feeds the average 5,000 sq. ft. lawn. Order your fall supply now.

LAWN BEAUTY SPREADER IS STILL TOPS

With the introduction of the new model 16 Lawn Beauty Spreader (retail \$12.95) last spring, the fine quality and exclusive features of the Lawn Beauty Spreader have been brought to the level of every pocket-book. It is light in weight, and has the same features of design and construction of the models 18, 24 and 36 inch machines. Sales last spring were beyond our expectations and our supplies were completely sold out before the spring season.

We will be adequately stocked for fall 1956 so if your spreader supply is low include these with your Gro-Sod order. Remember all Lawn Beauty Spreaders sold by F. H. Woodruff are calibrated for Woodruff products and carry a special chart to indicate the several settings for all Woodruff mixtures and Gro-Sod.

NEW FALL 1956 PRICES

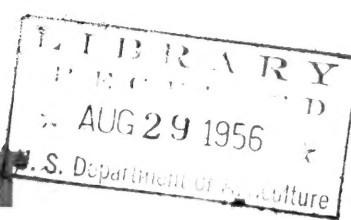
TURN THE PAGE

August 1, 1956

FALL 1956 PRICE LIST

F. H. WOODRUFF & SONS, INC.

MILFORD, CONN. — BELLEROSE, L. I.



Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb./Unit
TURF-MAKER NO. 38	1 lb.	1.65	25/case	1.08
Certified Colonial Bent,	5 lb.	7.85	10/case	1.03
Illahee Creeping Red Fescue,	25 lb.	38.25	2/bale	1.00
Extra Heavy Kentucky Bluegrass and Rough Bluegrass (Poa trivialis)	50 lb.	74.95	1/bale	.98
TURF-MAKER NO. 1	1 lb.	1.65	25/case	1.08
Certified Colonial Bent,	5 lb.	7.85	10/case	1.03
Extra Heavy Kentucky Bluegrass and Rough Bluegrass (Poa trivialis)	25 lb.	38.25	2/bale	1.00
	50 lb.	74.95	1/bale	.98
TURF-MAKER WITH MERION BLUEGRASS	1 lb.	2.75	25/case	1.79
	5 lb.	13.30	10/case	1.74
Certified Merion Bluegrass, Certified Astoria Bent, Illahee Creeping Red Fescue and Poa trivialis	25 lb.	65.40	2/bale	1.71
	50 lb.	127.85	1/bale	1.69
TURF-MAKER FOR SHADE	1 lb.	1.65	25/case	1.08
Creeping Red Fescue	5 lb.	7.85	10/case	1.03
Rough Bluegrass, (Poa trivialis), Chewings Fescue and Fancy Redtop	25 lb.	38.25	2/bale	1.00
	50 lb.	74.95	1/bale	.98
TURF-MAKER FOR LIGHT SOILS	1 lb.	1.65	25/case	1.08
	5 lb.	7.85	10/case	1.03
Certified Illahee Creeping Red Fescue, Extra Heavy Kentucky Bluegrass and Certified Colonial Bent	25 lb.	38.25	2/bale	1.00
	50 lb.	74.95	1/bale	.98
MILFORD GREEN FOR SUN	1 lb.	1.25	25/case	.82
	5 lb.	5.85	10/case	.77
Kentucky Bluegrass, Red Fescue, Perennial Ryegrass, Redtop and Colonial Bent	25 lb.	28.30	2/bale	.74
	50 lb.	54.95	1/bale	.72
MILFORD GREEN FOR SHADE	1 lb.	1.25	25/case	.82
	5 lb.	5.85	10/case	.77
Rough Bluegrass (Poa trivialis), Red Fescue, Perennial Ryegrass and Redtop	25 lb.	28.30	2/bale	.74
	50 lb.	54.95	1/bale	.72
PARK	1 lb.	.79	25/case	.52
	5 lb.	3.59	10/case	.47
Red Fescue, Common Ryegrass, Meadow Fescue, Colonial Bent, White Clover	25 lb.	16.80	2/bale	.44
	50 lb.	31.95	1/bale	.42

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

TERMS: 2% 10 days, net 30 days, E.O.M., to firms of approved credit. F.O.B. our warehouses. Freight prepaid to your station on orders of 200 pounds or more. All prices subject to change without notice. Add 1 cent per pound for less than full case lots. 1 and 5 pound units attractively cartoned. 25 and 50 pound units sturdily bagged.

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb./Unit
GREENUP	1 lb.	.59	25/case	.39
Common Ryegrass, Timothy,	5 lb.	2.59	10/case	.34
Meadow Fescue, Red Fescue, Redtop	25 lb.	11.85	2/bale	.31
	50 lb.	21.95	1/bale	.29
WOODRUFF CLOVER				
White Dutch	{ 1/2 lb.	.89	24/case	1.15
	{ 1 lb.	1.69	12/case	1.10
N.Z. White	{ 1/2 lb.	1.00	24/case	1.35
	{ 1 lb.	1.95	12/case	1.30
MERION BLUEGRASS	{ 1 lb.	3.59	12/case	2.35
	{ 3 lb.	10.65	6/case	2.32
*GRO-SOD LAWN FOOD	25 lb.	2.50	1/bale	1.65 ea.
Nitrogen, Phosphorus and Potash in proportion 10-6-4; 50% of Nitrogen is organic	50 lb.	4.15	1/bale	2.95 ea.
WOODRUFF SPREADER				
16" Hopper Model 16	each	12.95	1/case shipping wt. 19 lb.	8.65 ea.
18" Hopper Model 18	each	19.95	1/case shipping wt. 30 lb.	13.30 ea.
24" Hopper Model 24	each	26.95	1/case shipping wt. 34 lb.	18.00 ea.
SPIKE DISC CULTIVATOR	each	21.00	1/case shipping wt. 35 lb.	14.00 ea.
Model 8. 16" Rolling Width 8 Discs, each 10" Diameter				
WOODCO WILD BIRD FOOD	Net \$11.00 per 100 lbs. — 50c per hd. less if ordered in 500 lb. lots.			
Attractive bags and colorful poster free with every shipment				
TREEKOTE	1/2 pt.	.45	48/case	.27 ea.
Pruning Compound for grafts and injuries	1 pt.	.60	24/case	.36 ea.
	1 qt.	.80	12/case	.48 ea.
	1 gal.	2.00	6/case	1.20 ea.
TROWBRIDGE'S GRAFTING WAX			Packed	
	1/4 lb.	.40	50 lb.	.24 ea.
	1/2 lb.	.55	per	.33 ea.
	1 lb.	.85	case	.49 ea.

*5% Discount on Ton Lots or Over, Special Discounts on Truck and Carload Lots



F. H. WOODRUFF & SONS, INC.

MILFORD, CONN. • BELLEROSE, L.I., N.Y.

Phones: Milford, TRinity 4-1661; Bellerose, Floral Park 4-4422

BRANCHES: ATLANTA, GA. • TOLEDO, OHIO • SACRAMENTO, CALIF.

MERCEDES, TEXAS • SALISBURY, MD.